

WHAT IS CLAIMED IS:

1. A method comprising:
arranging for a customer to redeem a product from a third party;
5 receiving information relating to a redemption of the product by the
customer; and
determining to accept an offer based on the received information.
2. A method according to Claim 1, wherein the offer is received from the
10 customer.
3. A method according to Claim 1, wherein the offer is received from a
second customer.
- 15 4. A method according to Claim 1, further comprising determining, based
on the received information, a third party at which an offer product may be
redeemed according to the accepted offer.
- 20 5. A method according to Claim 1, wherein the information comprises a
retail price of the product during the redemption.
6. A method according to Claim 5, wherein the determining step
comprises:
calculating a difference between an offer price included in the offer and the
25 retail price; and
accepting the offer if the difference is less than a threshold amount.
7. A method according to Claim 1, wherein the information comprises an
amount of the product redeemed at the redemption.
- 30 8. A method according to Claim 1, wherein the information comprises a
time of the redemption.

9. A method according to Claim 1, wherein the information identifies the third party.

5 10. A method according to Claim 1, wherein the information comprises information concerning other products purchased during the redemption.

11. A method according to Claim 1, wherein the offer is an offer to purchase the product.

10

12. A method comprising:
arranging for a customer to redeem a product from a third party;
receiving information relating to a redemption of the product by the customer; and

15 determining an offer based on the received information.

13. A method according to Claim 12, further comprising presenting the offer to the customer.

20 14. A method according to Claim 12, further comprising presenting the offer to a second customer.

15. A method according to Claim 12, wherein the information comprises a retail price of the product during the redemption.

25

16. A method according to Claim 12, wherein the information comprises an amount of the product redeemed at the redemption.

30 17. A method according to Claim 12, wherein the information comprises a time of the redemption.

18. A method according to Claim 12, wherein the information identifies the third party.

19. A method according to Claim 12, wherein the information comprises
5 information concerning other products purchased during the redemption.

20. A method according to Claim 12, wherein the offer is an offer to sell the product.

10 21. A method comprising:
arranging for a customer to redeem a product from a third party;
receiving information relating to a redemption of the product by the
customer; and
determining, based on the received information, an assigned third party at
15 which an agreement product may be redeemed.

22. A method according to Claim 21, further comprising receiving an offer to purchase the agreement product.

20 23. A method according to Claim 22, wherein the offer is received from the customer.

24. A method according to Claim 23, wherein the agreement product and the product are a same product.

25 25. A method according to Claim 22, wherein the offer is received from a second customer.

26. A method according to Claim 25, wherein the agreement product and
30 the product are a same product.

27. A method according to Claim 21, wherein the information comprises a retail price of the product during the redemption.

28. A method according to Claim 21, wherein the information comprises
5 an amount of the product redeemed at the redemption.

29. A method according to Claim 21, wherein the information comprises a time of the redemption.

10 30. A method according to Claim 21, wherein the information identifies the third party.

31. A method according to Claim 21, wherein the information comprises information concerning other products purchased during the redemption.
15

32. A method according to Claim 21, wherein the determining step comprises comparing a present market share associated with the third party to a target market share associated with the third party.

20 33. A method for a sales transaction, comprising:
receiving a redemption identifier from a customer;
providing a product to the customer according to an agreement associated with the redemption identifier;
transmitting information relating to the providing step to an entity; and
25 receiving authorization from the entity to provide a product according to a second agreement, the authorization based on the transmitted information.

34. A method for redeeming a product, comprising:
receiving a redemption identifier;
30 presenting the redemption identifier to a product retailer;
redeeming a product from the product retailer based on the redemption identifier; and

transmitting redemption information to a third party for use in determining to accept a received offer.

35. A method for a sales transaction, comprising:
- 5 arranging for a customer to redeem a product from a retailer;
 receiving information relating to a redemption of the product by the customer;
- receiving an offer to purchase an offer product from a second customer;
 determining to accept the offer based on the received information;
- 10 determining an assigned retailer at which the offer product may be redeemed based on the received information; and
 transmitting an acceptance of the offer and an indication of the assigned retailer to the second customer.
- 15 36. A method according to Claim 35, wherein the step of determining an assigned retailer comprises comparing a present market share associated with a conforming retailer to a target market share associated with the conforming retailer.
- 20 37. A system comprising:
 a controller comprising:
 a controller memory storing processor-executable controller process steps; and
 a controller processor;
- 25 wherein the controller processor is operative with the controller process steps to: i) transmit a redemption identifier to a customer for use in redeeming a product at a retailer; ii) receive information relating to a redemption of the product by the customer; iii) receive an offer to purchase an offer product from a second customer; iv) determine to accept the offer
- 30 based on the received information; v) determine an assigned retailer at which the offer product may be redeemed based on the received information; and vi) transmit an acceptance of the offer, an indication of the

assigned retailer, and a second redemption identifier to the second customer;

a retailer device comprising:

- 5 a retailer device memory storing processor-executable retailer device process steps; and
 a retailer device processor;
 wherein the retailer device processor is operative with the retailer device process steps to: i) receive the redemption identifier from the
10 customer; ii) determine whether to provide a redemption based on the redemption identifier; and iii) authorize redemption of the product by the customer; and

a customer device comprising:

- 15 a customer device memory storing processor-executable customer device process steps; and
 a customer device processor;
 wherein the customer device processor is operative with the customer device process steps to: i) submit the offer to purchase the offer
20 product; and ii) receive the acceptance of the offer, the indication of the assigned retailer, and the second redemption identifier.

38. Processor-executable process steps embodied in a computer-readable medium, the process steps comprising:

- 25 an arranging step to arrange for a customer to redeem a product from a third party;
 a receiving step to receive information relating to a redemption of the product by the customer; and
 a determining step to determine whether to accept an offer based on the
30 received information.

39. Processor-executable process steps according to Claim 38, wherein the offer is received from a second customer.

40. Processor-executable process steps according to Claim 38, further
5 comprising a determining step to determine, based on the received information, a third party at which an offer product may be redeemed according to the accepted offer.

41. Processor-executable process steps according to Claim 38, wherein the
10 information comprises a retail price of the product during the redemption.

42. Processor-executable process steps according to Claim 41, wherein the determining step comprises:

a calculating step to calculate a difference between an offer price included
15 in the offer and the retail price; and
an accepting step to accept the offer if the difference is less than a threshold amount.

43. Processor-executable process steps embodied in a computer-readable
20 medium, the process steps comprising:

an arranging step to arrange for a customer to redeem a product from a third party;
a receiving step to receive information relating to a redemption of the product by the customer; and
25 a determining step to determine an offer based on the received information.

44. Processor-executable process steps according to Claim 43, further comprising a presenting step to present the offer to a second customer.

30 45. Processor-executable process steps embodied on a computer-readable medium, the process steps comprising:

an arranging step to arrange for a customer to redeem a product from a third party;

a receiving step to receive information relating to a redemption of the product by the customer; and

- 5 a determining step to determine, based on the received information, an assigned third party at which an agreement product may be redeemed.

46. Processor-executable process steps according to Claim 45, wherein the determining step comprises a comparing step to compare a present market share associated with the third party to a target market share associated with the third party.

off old ml with term in the ant.

47. Processor-executable process steps stored on a computer-readable medium, the process steps comprising:
- 15 a receiving step to receive a redemption identifier from a customer;
- a providing step to provide a product to the customer according to an agreement associated with the redemption identifier;
- a transmitting step to transmit information relating to the providing step to an entity; and
- 20 a receiving step to receive authorization from the entity to provide a product according to a second agreement, the authorization based on the transmitted information.

48. Processor-executable process steps stored on a computer-readable medium, the process steps comprising:
- 25 a receiving step to receive a redemption identifier;
- a presenting step to present the redemption identifier to a product retailer;
- a redeeming step to redeem a product from the product retailer based on the redemption identifier; and
- 30 a transmitting step to transmit redemption information to a third party for use in determining to accept a received offer.

49. Processor-executable process steps stored on a computer-readable medium, the process steps comprising:

an arranging step to arrange for a customer to redeem a product from a retailer;

5 a receiving step to receive information relating to a redemption of the product by the customer;

a receiving step to receive an offer to purchase an offer product from a second customer;

10 a determining step to determine to accept the offer based on the received information;

a determining step to determine an assigned retailer at which the offer product may be redeemed based on the received information; and

a transmitting step to transmit an acceptance of the offer and an indication of the assigned retailer to the second customer.

15

50. Processor-executable process steps according to Claim 49, wherein the step of determining an assigned retailer comprises a comparing step to compare a present market share associated with a conforming retailer to a target market share associated with the conforming retailer.

20

51. An apparatus comprising:

means for preparing for a customer to redeem a product from a third party;

means for obtaining information relating to a redemption of the product by the customer; and

25 means for deciding to accept an offer based on the obtained information.

52. An apparatus according to Claim 51, wherein the offer is received from a second customer.

30 53. An apparatus according to Claim 51, further comprising means for identifying, based on the obtained information, a third party at which an offer product may be redeemed according to the accepted offer.

54. An apparatus according to Claim 51, wherein the information comprises a retail price of the product during the redemption.

5 55. An apparatus according to Claim 54, wherein the means for deciding comprises:

means for determining a difference between an offer price included in the offer and the retail price; and

10 means for accepting the offer if the difference is less than a threshold amount.

56. An apparatus comprising:

means for preparing for a customer to redeem a product from a third party;

15 means for obtaining information relating to a redemption of the product by the customer; and

means for creating an offer based on the obtained information.

20 57. An apparatus according to Claim 56, further comprising means for transmitting the offer to a second customer.

58. An apparatus comprising:

means for preparing for a customer to redeem a product from a third party;

25 means for obtaining information relating to a redemption of the product by the customer; and

means for identifying, based on the obtained information, an assigned third party at which an agreement product may be redeemed.

30 59. An apparatus according to Claim 58, wherein the means for identifying comprises means for comparing a present market share associated with the third party to a target market share associated with the third party.

60. An apparatus comprising:
means for obtaining a redemption identifier from a customer;
means for furnishing a product to the customer according to an agreement
associated with the redemption identifier;
5 means for delivering information relating to the providing step to an entity;
and
means for obtaining authorization from the entity to provide a product
according to a second agreement, the authorization based on the delivered
information.

10

61. An apparatus for redeeming a product, comprising:
means for obtaining a redemption identifier;
means for transmitting the redemption identifier to a product retailer;
means for obtaining a product from the product retailer based on the
15 redemption identifier; and
means for delivering redemption information to a third party for use in
determining to accept a received offer.

20

62. An apparatus for use in a sales transaction, comprising:
means for preparing for a customer to redeem a product from a retailer;
means for obtaining information relating to a redemption of the product by
the customer;
means for obtaining an offer to purchase an offer product from a second
customer;
25 means for deciding to accept the offer based on the obtained information;
means for identifying an assigned retailer at which the offer product may be
redeemed based on the obtained information; and
means for presenting an acceptance of the offer and an indication of the
assigned retailer to the second customer.

30

63. An apparatus according to Claim 62, wherein the means for identifying
an assigned retailer comprises means for comparing a present market share

associated with a conforming retailer to a target market share associated with the conforming retailer.

5 64. A device comprising:
 a memory storing processor-executable process steps; and
 a processor,
 wherein the processor is operative with the processor-executable process
 steps to: i) arrange for a customer to redeem a product from a third party, ii)
 receive information relating to a redemption of the product by the customer, and
10 iii) determine to accept an offer based on the received information.

 65. A device according to Claim 64, wherein the offer is received from a
 second customer.

15 66. A device according to Claim 64, wherein the processor is further
 operative with the processor-executable process steps to determine, based on the
 received information, a third party at which an offer product may be redeemed
 according to the accepted offer.

20 67. A device according to Claim 64, wherein the information comprises a
 retail price of the product during the redemption.

 68. A device according to Claim 67, wherein the processor is operative
 with the processor-executable process steps to determine to accept an offer by:
25 calculating a difference between an offer price included in the offer and the
 retail price; and
 accepting the offer if the difference is less than a threshold amount.

30 69. A device comprising:
 a memory storing processor-executable process steps; and
 a processor,

wherein the processor is operative with the processor-executable process steps to: i) arrange for a customer to redeem a product from a third party, ii) receive information relating to a redemption of the product by the customer, and iii) determine an offer based on the received information.

5

70. A device according to Claim 69, wherein the processor is further operative with the processor-executable process steps to present the offer to a second customer.

10

71. A device comprising:

a memory storing processor-executable process steps; and

a processor,

wherein the processor is operative with the processor-executable process steps to: i) receive information relating to a redemption of the product by the customer, and ii) determine, based on the received information, an assigned third party at which an agreement product may be redeemed.

15

72. A device according to Claim 71, wherein the processor is further operative with the processor-executable process steps to compare a present market share associated with the third party to a target market share associated with the third party.

20

73. A device for a sales transaction, comprising:

a memory storing processor-executable process steps; and

a processor,

wherein the processor is operative with the processor-executable process steps to: i) receive a redemption identifier from a customer, ii) provide a product to the customer according to an agreement associated with the redemption identifier, iii) transmit information relating to the providing step to an entity, and iv) receive authorization from the entity to provide a product according to a second agreement, the authorization based on the transmitted information.

25

30

74. A device for redeeming a product, comprising:
a memory storing processor-executable process steps; and
a processor,

wherein the processor is operative with the processor-executable process
5 steps to: i) receive a redemption identifier, ii) present the redemption identifier to a
product retailer, iii) redeem a product from the product retailer based on the
redemption identifier, and iv) transmit redemption information to a third party for
use in determining to accept a received offer.

10 75. A device for a sales transaction, comprising:
a memory storing processor-executable process steps; and
a processor,

wherein the processor is operative with the processor-executable process
steps to: i) arrange for a customer to redeem a product from a retailer, ii) receive
15 information relating to a redemption of the product by the customer, iii) receive an
offer to purchase an offer product from a second customer, iv) determine to accept
the offer based on the received information, v) determine an assigned retailer at
which the offer product may be redeemed based on the received information, and
vi) transmit an acceptance of the offer and an indication of the assigned retailer to
20 the second customer.

76. A device according to Claim 75, wherein the processor is further
operative with the processor-executable process steps to compare a present market
share associated with a conforming retailer to a target market share associated with
25 the conforming retailer.